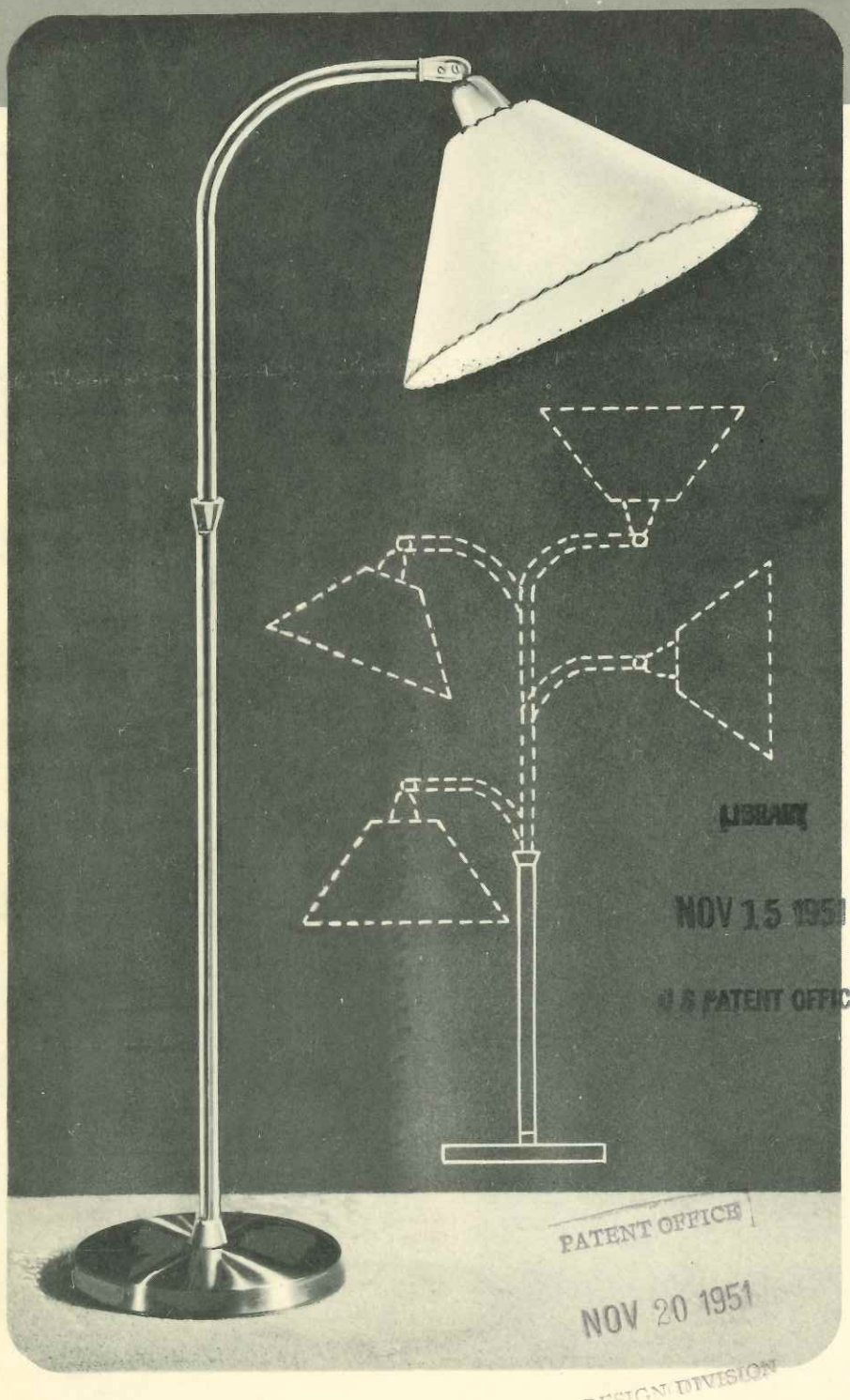
DESIGN

A·24 Floor lamps Box Des. Page 1

THE NEW "UP-N-DOWN" LINE by General



a new IDEA in lamps... unusual features that SELL

RETURN TO DESIGN

"Up-'N-Down" bridge lamp at left has unusual AUTOMATIC adjustment in height . . . 41 to 69 inches . . . 3 to 5 times greater than other lamps. Automatic feature is exclusive with General . . . No need to turn knobs or adjust set screws. Simply pull it up or push it down part way or all of the way and it stays! Shade has numerous adjustments and the arm swings in a circle. 16" shade natural in color is new imported heavy plastic impregnated parchment with gold trim, cleans easily with damp cloth. Base and upper tubing are brass color finish. Every lamp has attractive 3-color sales stimulating tag. See floor lamp next page.

No. 5362/5363 Platinum Mist with Brass
No. 5364/5363 Chinese Red with Brass

OVER 50 YEARS OF LIGHTING EXPERIENCE

General Lamps
MFG. CORP., ELWOOD, INDIANA

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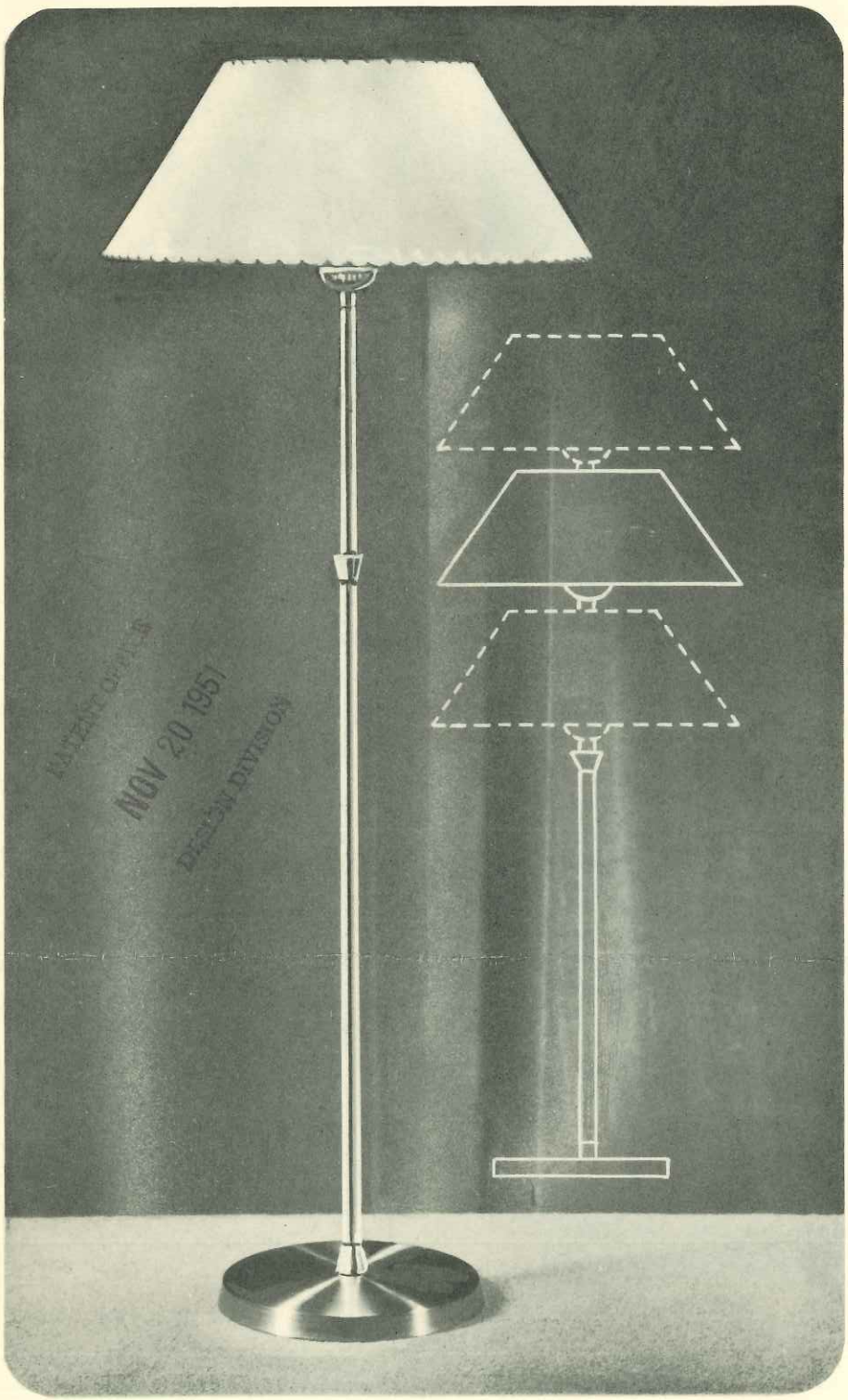
BEAUTY . . . ADJUSTABILITY . .



the UP-N-DOWN 3-way floor lamp

Also comes in stationary style

The "Up-N-Down" model has automatic adjustment from 43½" in height to 71"! . . . Automatic feature exclusive with General. No need to turn knobs or adjust screws. Simply pull it up or push it down, part way or all the way, and it stays! New 21" "Coolie" shaped shade natural in color is new heavy plastic impregnated parchment with gold trim, cleans easily with damp cloth. Base and upper tubing are brass color finish. Every lamp has attractive 3-color sales stimulating tag. Equipped with 10" glass reflector for 100-200-300 watt mogul bulb.

Stationary model has overall height, 58".

"UP-N-DOWN" MODEL

No. 5370/5367 Platinum Mist with Polished Brass
No. 5371/5367 Chinese Red with Polished Brass

STATIONARY MODEL

No. 5366/5367 Platinum Mist with Polished Brass
No. 5368/5367 Chinese Red with Polished Brass

TWO NEW

All GENERAL LAMPS unconditionally guarante

Folde

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. UTILITY . . . blended together

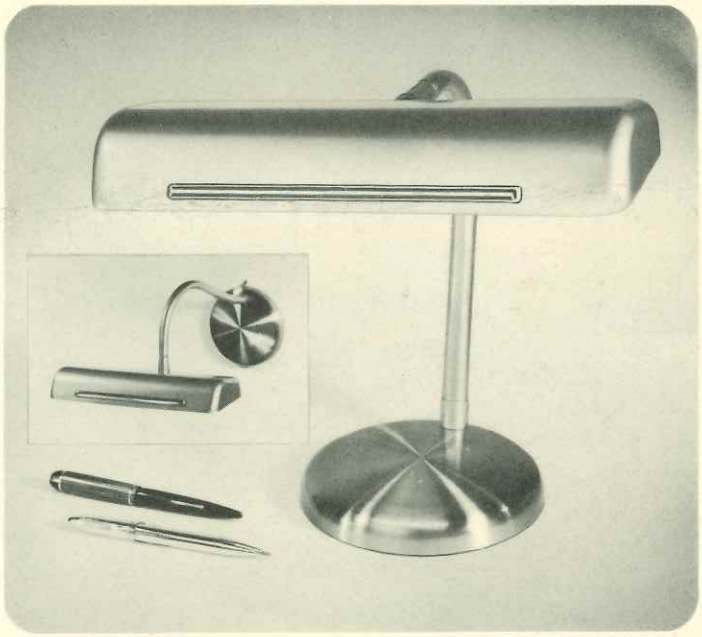
ADJUSTABLE for DESK, TABLE or TV

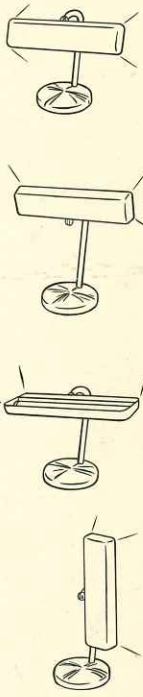
THE "CORRESPONDENT"

Will Also Hang on Wall

Delicately designed for the small desk or table, it casts light in almost any direction. Has an abundance of light for writing — gives 80 watts with two regular tubular 40 watt bulbs. Excellent for T-V. Adjusts easily, all metal seamless shade and base in platinum mist, the non-tarnishing, non-corroding, all-climate finish with the rich silver cast. Bast and shade trims are finished in contrasting colors. Shade is 12" long, 4½" wide and has attractive trim on front. Heavy 6" base is felt padded. Bulbs not included. Has 360° stops on swivel.

No. 858 Platinum Mist with Brass Trim
No. 859 Platinum Mist with Chinese Red Trim





'UP-N-DOWN" GOOSENECK LAMPS

At left — The Single

Hangs up or sits down—Extra long 18" flexible arm and heavy weighted felted base. Attaches to wall easily and securely. All blending Platinum Mist finished with contrasting base and shade trim. Has sales stimulating tag.

No. 852 w/Brass Finish Trim
No. 853 w/Chinese Red Trim

At right — The Twin

The twin style will also hang on the wall. Finished as above.

No. 855 w/Brass Finish Trim
No. 856 w/Chinese Red Trim

Colorful Masonite Display at left for either lamp can be had No Charge—See Price List.

ed against defective materials and workmanship

r 5210

General's new "UP-N-DOWN" bed lamp
In Combination Gift Box and Display

Every lamp packed in this 3-color gift package that also serves as a sales stimulator counter display. This idea is full of sales power. The lamp will attach to any type bed by means of a flexible bracket or will hang on the wall with the same bracket! Takes regular or tubular bulb, easily adjusted to control direction of light. Metal shade is a smart, streamlined one-piece design and has a contrasting deep gold molding on edge. New, All-Climate, All Blending decorator finishes — non-tarnishing, non-corroding.

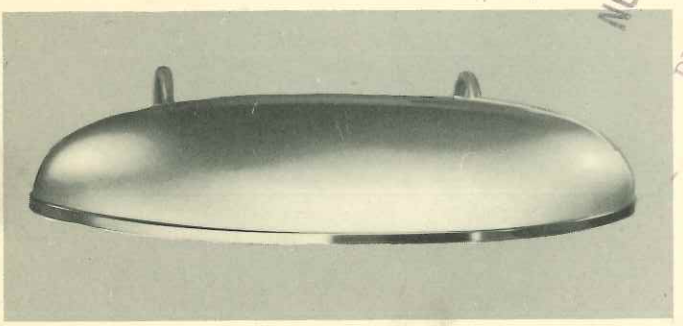
PATENT OFFICE NOV 20 1951 DESIGN DIVISION

The 3-color gift box opens instantly to become a display piece.

No. 2093 Platinum Mist w/Gold Trim
No. 2094 Copper Mist Bronze w/Gold Trim
No. 2095 Chartreuse w/Gold Trim

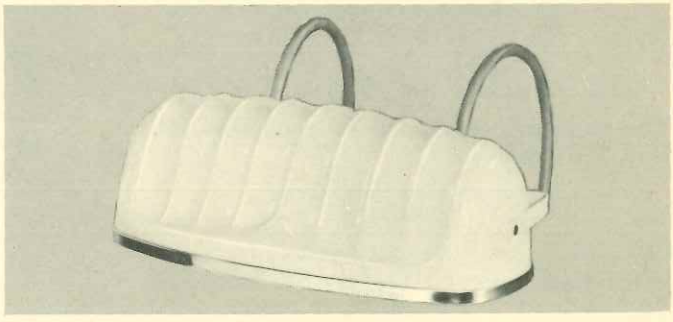
Takes standard bulb. Regular size or tubular.

2 OTHER STYLES . . . HOOK ON TYPE



One Piece Shade. Takes regular siz bulb. 14" long, 4½" wide. Has two rubber covered clamps to hook on head board.

No. 2081 Copper Mist Bronze w/Gold Trim
No. 2082 Platinum Mist w/Gold Trim



Conventional design with attractive corrugations that pick up high-lights. 9" long shade. Shade will tilt. Has two rubber covered clamps to hook on head board.

No. 2074 Bronze with Chrome Trim
No. 2075 Ivory with Chrome Trim